



## MAIN STREET ALLIANCE SPECIAL MEETING

Monday, May 23, 2022 – 5:15 PM

109 North Kaufman Street, Mount Vernon, Texas 75457

*Our mission: to provide effective and fiscally responsible municipal services in a manner which promotes our high standard of community life.*

*Vision Statement Mount Vernon is a caring community committed to excellence and quality of life, aspiring to be the community of choice for ourselves, our children, and future generations – beautiful, clean, vibrant, and safe. We will strive to preserve our heritage, our friendly hometown atmosphere, and celebrate the diversity of all our citizens.*

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### AGENDA

**Call to Order and announce a quorum is present**

#### **Consent Agenda**

Items on the Consent Agenda are approved by a single action of the Board, with such approval applicable to all items appearing on the Consent Agenda. A Board Member may request any item to be removed from the Consent Agenda and considered as a separate item.

1. Minutes 4/18/2022  
April 2022 financial report

#### **Discussion Items (no action will be taken)**

Farmer's Market

upcoming Events

Main Street Training:

2. Where the Main Street area encompasses  
Four Points of the Main Street

#### **Committee Reports**

Organization: Gay, Erica, Ketrell, Lindsay

Economic Vitality: Bonnie, Jonathan, Lindsay

Design: Jennifer, Gay, Bonnie, Crystal

Promotions: Crystal, Ketrell, Jonathan, Jennifer

#### **Manager Update**

Reports required by THC & National Main Street Center

#### **Adjournment**

**Attest:**

/s/ Annetta Hamilton

**Main Street Manager**

**Posted May 13, 2022 @ 4pm**

/s/ Jonathan Jones  
**Jonathan Jones, Chair**

CITY OF MOUNT VERNON  
 REVENUE & EXPENSE REPORT (UNAUDITED)  
 AS OF: APRIL 30TH, 2022

Item 1.

01 -GENERAL FUND  
 DEPARTMENT -M150 Main Street  
 DEPARTMENTAL EXPENDITURES

REVENUES	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	TOTAL ENCUMBERED	BUDGET BALANCE	% YTD BUDGET
5150.001 WAGES	35,000	2,647.38	2,647.38	0.00	32,352.62	7.56
5150.003 PROMOTIONAL	8,000	0.00	3,000.00	0.00	5,000.00	37.50
5150.004 POSTAGE	0	0.00	0.00	0.00	0.00	0.00
5150.005 DUES/SUBSCRIPTIONS	1,500	0.00	573.25	0.00	926.75	38.22
5150.006 COMPUTER/TECH	1,800	143.93	1,546.32	0.00	253.68	85.91
5150.007 FACADE GRANT	21,000	0.00	20,000.00	0.00	1,000.00	95.24
5150.008 MAIN STREET EVENTS	5,000 (	3,960.00) (	1,214.05)	0.00	6,214.05	24.28-
5150.009 SPECIAL PROJECTS	1,000	0.00	390.00	0.00	610.00	39.00
5150.025 UNEMPLOYMENT EXP (TEC)	300	0.00	0.00	0.00	300.00	0.00
5150.032 SOCIAL SECURITY (FICA)	2,176	164.13	164.13	0.00	2,011.87	7.54
5150.033 MEDICARE	508	38.38	38.38	0.00	469.62	7.56
5150.034 TML INSURANCE	8,340	695.49	1,390.98	0.00	6,949.02	16.68
5150.035 RETIREMENT (TMRS)	3,661	276.92	276.92	0.00	3,384.08	7.56
5150.037 TELEPHONE	1,000	39.62	279.38	0.00	720.62	27.94
5150.039 OVERTIME	0	0.00	0.00	0.00	0.00	0.00
5150.042 SCHOOL/TRAINING/TRAVEL	4,000	0.00	0.00	0.00	4,000.00	0.00
5150.044 SUPPLIES	700	80.64	352.72	0.00	347.28	50.39
5150.053 LONGEVITY	0	0.00	0.00	0.00	0.00	0.00
<b>TOTAL 150 Main Street</b>	<b>93,985</b>	<b>126.49</b>	<b>29,445.41</b>	<b>0.00</b>	<b>64,539.59</b>	<b>31.33</b>

5-03-2022 10:52 AM  
 YEAR : Oct-2021 / Sep-2022  
 FUND : 01 -GENERAL FUND  
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

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Item 1.

PERIOD TO USE: Apr-2022 THRU Apr-2022  
 ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE
	5150.001		WAGES					
	4/07	P03314	PYEXP				1,152.00	
	4/21	P03317	PYEXP				1,495.38	
			===APR TOTAL===			2,916.67	2,647.38	269.29
==ACCT TOTALS==		CURRENT BUDGET:	35,000.00	YTD ACTIVITY:	2,647.38	ENCUMBERED:	0.00	BALANCE: 32,352.62
	5150.003		PROMOTIONAL					
==ACCT TOTALS==		CURRENT BUDGET:	8,000.00	YTD ACTIVITY:	3,000.00	ENCUMBERED:	0.00	BALANCE: 5,000.00
	5150.004		POSTAGE					
	5150.005		DUES/SUBSCRIPTIONS					
==ACCT TOTALS==		CURRENT BUDGET:	1,500.00	YTD ACTIVITY:	573.25	ENCUMBERED:	0.00	BALANCE: 926.75
	5150.006		COMPUTER/TECH					
	4/08	A46541	CHK: 060869	NETWORK TECHNOLOGIES 6990	NETWORK TECHNOL 07-35437		99.95	
	4/08	A46556	CHK: 060884	VIDALYON STUDIOS 199	VIDALYON STUDIO 530E5D3C-016		43.98	
			===APR TOTAL===			150.00	143.93	6.07
==ACCT TOTALS==		CURRENT BUDGET:	1,800.00	YTD ACTIVITY:	1,546.32	ENCUMBERED:	0.00	BALANCE: 253.68
	5150.007		FACADE GRANT					
==ACCT TOTALS==		CURRENT BUDGET:	21,000.00	YTD ACTIVITY:	20,000.00	ENCUMBERED:	0.00	BALANCE: 1,000.00
	5150.008		MAIN STREET EVENTS					

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Item 1.

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DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE
-----								
	5150.008		MAIN STREET EVENTS		* ( CONTINUED ) *			
4/02	A46521	CHK: 060850	CODY BRADFORD:	1	MISC. VENDOR	202204029976	200.00	
4/13	B47158	Deposit 000000	MAIN STREET WINE GAT		JE# 005835		4,160.00CR	
				===APR TOTAL===		416.67	3,960.00CR	4,376.67
-----								
==ACCT TOTALS==		CURRENT BUDGET:	5,000.00	YTD ACTIVITY:	1,214.05CR	ENCUMBERED:	0.00	BALANCE: 6,214.05
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	5150.009		SPECIAL PROJECTS					
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==ACCT TOTALS==		CURRENT BUDGET:	1,000.00	YTD ACTIVITY:	390.00	ENCUMBERED:	0.00	BALANCE: 610.00
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	5150.025		UNEMPLOYMENT EXP (TEC)					
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	5150.032		SOCIAL SECURITY (FICA)					
4/07	A46523	DFT: 000013	SOCIAL SECURITY	0980	SOCIAL SECURITY T3 04072022		71.42	
4/21	A46597	DFT: 000015	SOCIAL SECURITY	0980	SOCIAL SECURITY T3 04212022		92.71	
				===APR TOTAL===		181.33	164.13	17.20
-----								
==ACCT TOTALS==		CURRENT BUDGET:	2,176.00	YTD ACTIVITY:	164.13	ENCUMBERED:	0.00	BALANCE: 2,011.87
-----								
	5150.033		MEDICARE					
4/07	A46523	DFT: 000013	MEDICARE	0980	SOCIAL SECURITY T4 04072022		16.70	
4/21	A46597	DFT: 000015	MEDICARE	0980	SOCIAL SECURITY T4 04212022		21.68	
				===APR TOTAL===		42.33	38.38	3.95
-----								
==ACCT TOTALS==		CURRENT BUDGET:	508.00	YTD ACTIVITY:	38.38	ENCUMBERED:	0.00	BALANCE: 469.62
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	5150.034		TML INSURANCE					
4/27	A46651	CHK: 060965	TML - HEALTH	1690	TML - HEALTH MAY 2022		695.49	
				===APR TOTAL===		695.00	695.49	0.49CR
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==ACCT TOTALS==		CURRENT BUDGET:	8,340.00	YTD ACTIVITY:	1,390.98	ENCUMBERED:	0.00	BALANCE: 6,949.02
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 YEAR : Oct-2021 / Sep-2022  
 FUND : 01 -GENERAL FUND  
 DEPT : 150 MAIN STREET

G / L D E T A I L vs B U D G E T

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Item 1.

PERIOD TO USE: Apr-2022 THRU Apr-2022  
 ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	DESCRIPTION	VENDOR	INV/JE #/PO #	BUDGET	ACTIVITY	BALANCE
-----								
	5150.035		RETIREMENT (TMRS)					
4/27	A46650	CHK: 060964	TEXAS MUNICIPAL RETI	0850 TEXAS MUNICIPAL	202204270035		276.92	
					===APR TOTAL===	305.08	276.92	28.16
==ACCT TOTALS== CURRENT BUDGET:			3,661.00	YTD ACTIVITY:	276.92	ENCUMBERED:	0.00	BALANCE: 3,384.08
-----								
	5150.037		TELEPHONE					
4/21	A46624	CHK: 060941	SUDDENLINK	6650 SUDDENLINK	202204210024		39.62	
					===APR TOTAL===	83.33	39.62	43.71
==ACCT TOTALS== CURRENT BUDGET:			1,000.00	YTD ACTIVITY:	279.38	ENCUMBERED:	0.00	BALANCE: 720.62
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	5150.039		OVERTIME					
-----								
	5150.042		SCHOOL/TRAINING/TRAVEL					
-----								
	5150.044		SUPPLIES					
4/08	A46552	CHK: 060880	THE HOME DEPOT - FOR	5830 THE HOME DEPOT	676577869		16.45	
4/14	A46571	CHK: 060893	ECHO PUBLISHING CO I	2420 ECHO PUBLISHING	8492		45.00	
4/21	A46611	CHK: 060928	FIRMIN'S BUSINESS ES	0170 FIRMIN'S BUSINE	809773-0		19.19	
					===APR TOTAL===	58.33	80.64	22.31CR
==ACCT TOTALS== CURRENT BUDGET:			700.00	YTD ACTIVITY:	352.72	ENCUMBERED:	0.00	BALANCE: 347.28
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	5150.053		LONGEVITY					
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5-03-2022 10:52 AM

G / L D E T A I L vs B U D G E T

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Item 1.

YEAR : Oct-2021 / Sep-2022

FUND : 02 -UTILITY FUND

DEPT : 150 STORMWATER UTILITIES

PERIOD TO USE: Apr-2022 THRU Apr-2022

ACCOUNTS: 5150.001 THRU 5150.053

DATE	TRAN #	REFERENCE	====DESCRIPTION====	VENDOR	INV/JE #/PO #	====BUDGET====	====ACTIVITY====	====BALANCE====
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5150.001			DRAINAGE MAINTENANCE					
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5150.002			STREET DRAINAGE					
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5150.041			BAD DEBT STORM WATER					
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==ACCT TOTALS==	CURRENT BUDGET:	100.00	YTD ACTIVITY:	47.02	ENCUMBERED:	0.00	BALANCE:	52.98
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REPORT TOTALS

CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	ENCUMBERED	BALANCE
89,785.00	126.49	29,492.43	0.00	60,292.57

5-03-2022 10:52 AM  
YEAR : Oct-2021 / Sep-2022  
FUND : \* -ALL  
DEPT : ALL

G / L D E T A I L vs B U D G E T

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Item 1.

PERIOD TO USE: Apr-2022 THRU Apr-2022  
ACCOUNTS: 5150.001 THRU 5150.053

DEPARTMENT TOTALS

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DEPARTMENT	ORIGINAL BUDGET	CURRENT BUDGET	PERIOD ACTIVITY	YTD ACTIVITY	BALANCE
150	89,785.00	89,785.00	126.49	29,492.43	60,292.57
===DEPT TOTALS===	89,785.00	89,785.00	126.49	29,492.43	60,292.57

SELECTION CRITERIA

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FISCAL YEAR: Oct-2021 / Sep-2022  
 FUND: ALL  
 PERIOD TO USE: Apr-2022 THRU Apr-2022

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ACCOUNT SELECTION

ACCOUNT RANGE: 5150.001 THRU 5150.053  
 DIGIT SELECTION:  
 DEPARTMENT RANGE: - THRU -

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PRINT OPTIONS

REPORT TYPE: DETAIL  
 TRANSACTIONS: BOTH  
 ACTIVE FUNDS ONLY: NO  
 ACTIVE ACCOUNT ONLY: NO  
 OMIT ACCOUNTS WITH NO ACTIVITY: NO  
 OMIT TOTALS ON ACCOUNTS WITH NO ACTIVITY: YES  
 OMIT ACCOUNTS WITH NO BUDGET: NO  
 PAGE BREAK AFTER DEPT: NO  
 PRINT RESTRICTED ACCOUNTS: NO  
 PRINT DEPARTMENT TOTALS: NO  
 PRINT TOTALS: Monthly  
 PRINT: INVOICE #  
 BUDGET: Monthly

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\*\*\* END OF REPORT \*\*\*





## MAIN STREET ALLIANCE

**Monday, April 18, 2022 – 5:15 PM**

109 North Kaufman Street, Mount Vernon, Texas 75457

*Our mission: to provide effective and fiscally responsible municipal services in a manner which promotes our high standard of community life.*

*Vision Statement Mount Vernon is a caring community committed to excellence and quality of life, aspiring to be the community of choice for ourselves, our children, and future generations – beautiful, clean, vibrant, and safe. We will strive to preserve our heritage, our friendly hometown atmosphere, and celebrate the diversity of all our citizens.*

## MINUTES

**Vice-chair Beene called to the meeting to order at 5:15 p.m. and announced a quorum is present**

### PRESENT

Vice-chair Jennifer Beene  
 Board Member Crystal Copeland  
 Board Member Gay Travis  
 Board Member Bonnie McAllister  
 Board Member Erica Clasby  
 Board Member Ketrell Taylor

### ABSENT

Chair Jonathan Jones  
 Board Member Lindsay Bliss

### VISITORS:

Tina Rose, Brad Hyman, Annetta Hamilton, Kathy Lovier

### Consent Agenda

Items on the Consent Agenda are approved by a single action of the Board, with such approval applicable to all items appearing on the Consent Agenda. A Board Member may request any item to be removed from the Consent Agenda and considered as a separate item.

1. Minutes 2/22/2022      **Feb business held over because of lack of quorum in the March meeting**  
 February 2022 financial report  
 March 2022 financial report

Motion made by Board Member McAllister, Seconded by Board Member Taylor.

Voting Yea: Vice-chair Beene, Board Member Copeland, Board Member Travis, Board Member McAllister, Board Member Clasby, Board Member Taylor

### No Action Items

**Discussion Items (no action will be taken)**

Food and Wine and Art Festival

Main Street Manager Hamilton reported on number of public attendees being approximately 350. The amount brought in was approximately \$4,000.00. She also gathered suggestions to improve the festival for the next year.

Farmer's Market

A calendar was passed around for board members to volunteer to help each Saturday. Guidelines were reviewed by all again.

Next event

Members will bring ideas to the next scheduled meeting.

**Committee Reports**

Organization: Gay, Erica, Ketrell, Lindsay

Economic Vitality: Bonnie, Jonathan, Lindsay

Design: Jennifer, Gay, Bonnie, Crystal

Promotions: Crystal, Ketrell, Jonathan, Jennifer

No reports were made.

**Manager Update**

Manager Hamilton asked for all passwords to any and all social media and email, due to cyber security purposes. All accounts are being transitioned into the mountvernonmainstreet@comvtx.com email and all passwords will be changed. All posts and changes to the website will only be made through the Main Street Manager.

**Adjournment**

Motion made by Board Member McAllister to close the meeting at 5:50 p.m., Seconded by Board Member Taylor. Voting Yea: Vice-chair Beene, Board Member Copeland, Board Member Travis, Board Member McAllister, Board Member Clasby, Board Member Taylor

\_\_\_\_\_  
**Jennifer Beene – Vice-Chair**

**ATTEST:**

\_\_\_\_\_  
**Kathy Lovier – City Secretary**



Figure 4. Project Area Map

## *Mt. Vernon Main Street Alliance*

### *4 Point Committees Summary*

#### **Organization Committee**

- Coalition builders by those who share an interest in the health of downtown and the community.
- Typical projects: awareness, education, fundraising, special projects coordination, volunteer recruitment.
- Good projects for organization committee
  1. Develop volunteer management system for Main Street
  2. Membership recruitment
  3. Volunteer welcome, orientation
- Fundraising examples of other Main Street towns:
  1. Lufkin: membership drive via letters mailed to area businesses raised \$5,000.00
  2. Llano; manages concessions & volunteers at city-run theater (outdoor theatre in good weather)

#### **Economic Restructuring**

- Identifies new market opportunities for the commercial district, find new uses for historic commercial buildings, and stimulates investment in property. Works to strengthen existing businesses: identify new business opportunities; find new, high, more appropriate uses for vacant building, intensify the uses of buildings; improve business management.
- Typical economic restructuring committee activities, all designed to increase business capability, resulting in more sophisticated entrepreneurship:
- Localized loan, incentives & grant programs for small business

- Merchant education: better business practices
- Business recruitment
- New uses for historic Buildings

## **Design**

- Creates an attractive, coordinated and quality image of the downtown by capitalizing on unique physical assets and heritage.
- Facilitates contact between property owners and design team from Austin to achieve goals of form and function
- Typical activities: spurs building rehabs, use of preservation tools.

## **Promotion**

- Markets a unified, quality image of the business district as the center of activities, goods and services to retailers, shoppers, investors and tourists.
- Develop a cohesive marketing campaign and materials needed. Contact newspapers, radio station, and other public entities that help spread the information on all MS events.
- Work with surrounding MS communities to coordinate events and publicity. Partner with other community organizations in advertising and promotion.

## The reporting system for local Main Street programs

### Why is reporting important?

Regular reporting is an important element of the Main Street effort. Information collected from reports helps form a picture of progress your community has made during its participation as a Main Street program. Program stability and credibility also comes from being a data-driven organization able to prove the positive impact of its Main Street revitalization efforts. Additionally, under the national Main Street America™ Accreditation Standards process, reporting of activities and reinvestments are an important component to demonstrate impact and results and show that Main Street communities are part of a national movement with a proven track record.

### Two-part Quarterly Reporting: Reinvestment Report + Activity Form

Section III.D in the annual contract local programs sign with the Texas Historical Commission requires programs to measure progress by tracking statistics such as reinvestment and job/business creation along with a quarterly activity report and submit them to the TMSP office by the *10th of the month following the end of each calendar quarter*. Reports are submitted to: [mainstreet-reports@thc.texas.gov](mailto:mainstreet-reports@thc.texas.gov). All programs must submit a Reinvestment Report and a Quarterly Activity Form.

### Annual Self-Evaluation Form

Programs are also required to submit an annual report via a Self-Evaluation/Standards of Performance template each January. Through this annual report – to be completed by both Staff and Board -- local programs show how they have used the Main Street Four Point Approach™ in the following performance areas:

1. *Broad-based Community Commitment*
2. *Inclusive Leadership & Organizational Capacity*
3. *Diverse and Sustainable Funding*
4. *Strategy-Driven Programming*
5. *Preservation-Based Economic Development*
6. *Demonstrated Impact & Result*

### Reporting Summary for Texas Main Street programs

		Due Dates (Calendar year)	Period Covered
QUARTERLY Activity report	<i>Available in Manager's Manual section of Online Resource Library</i>	Quarter 1: April 10 Quarter 2: July 10 Quarter 3: October 10 Quarter 4: January 10 (2022)	Quarter 1: Jan-March Quarter 2: April-June Quarter 3: July-Sept Quarter 4: Oct-Dec
QUARTERLY Reinvestment report	<i>Available in Manager's Manual section of Online Resource Library</i>	Quarter 1: April 10 Quarter 2: July 10 Quarter 3: October 10 Quarter 4: January 10 (2021)	Quarter 1: Jan-March Quarter 2: April-June Quarter 3: July-Sept Quarter 4: Oct-Dec
ANNUAL Self-Evaluation/Performance Standards Report	<i>Emailed to you by Texas Main Street office in Nov.</i>	January – exact date TBD	Calendar year

### Professional Development

In order to maintain a high level of professionalism in the nationwide Main Street movement, and as outlined in the contract, local staff have annual professional development and training requirements (A minimum of **TWO** annually. III.B, contract). Volunteer board members are also encouraged to seek out training opportunities. The Texas Main Street office can provide much of this training. Main Street-specific and broader, relevant content areas are permissible. For a current list of training opportunities, see the [Training Calendar](#) in the Online Resource Library.

#### Questions

Cara Lowrimore, [cara.lowrimore@thc.texas.gov](mailto:cara.lowrimore@thc.texas.gov), 512- 463-7465/ Kimberly Klein, [kimberly.klein@thc.texas.gov](mailto:kimberly.klein@thc.texas.gov), 512-463-6092